

Message Text

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PAGE 01 TAIPEI 03491 160825Z

21

ACTION EA-10

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R 160640Z JUN 75
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 5642

UNCLAS TAIPEI 3491

FOR OIM/FE/SONNE

E.O. 11652: N/A
TAGS: BGEN
SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: A) STATE A-2778, 3/7/75; B) TAIPEI A-215, 12/9/74
C) TAIPEI 2837, 5/21/75; D) STATE 134740, 6/10/75

1. IN EMBASSY'S ASSESSMENT PER REF B), AREAS WITH BEST SHORT AND MEDIUM-TERM POTENTIALS FOR U.S. CAPITAL GOODS EXPORTS TO ROC ARE (1) ELECTRONIC COMPONENTS PRODUCTION AND TESTING EQUIPMENT; (2) RADIO AND T.V. RECEIVING EQUIPMENT; (3) BUILDING AND CONSTRUCTION MACHINERY AND SUPPLIES; (4) METALWORKING MACHINES AND MACHINE TOOLS; AND (5) METAL STAMPINGS. DETAILED MARKET INFORMATION IS AVAILABLE IN STUDIES PREPARED FOR BIC/OIM/MRD AND BIC/OIM/FE.

2. TRADE PROMOTION PROGRAM FOR FY'75 AND '76 INCORPORATES PROMOTIONAL EVENTS RELATED TO ALL EXCEPT THE FOLLOWING RECESSION-HIT INDUSTRIES:

A) TEXTILE MACHINERY
B) AUTOMOTIVE ACCESSORIES
C) FARM MACHINERIES
D) FARM WHEEL TRACTORS
E) SELF-PROPELLED COMBINES
F) CHEMICAL PROCESSING MACHINERY
ROC MARKETS FOR U.S. MANUFACTURE
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 03491 160825Z

PRODUCTS IN CATEGORIES A) THRU

E) ARE AT PRESENT LIMITED. MARKETS FOR PRODUCTS IN CATEGORY F) HAVE NOT YET BEEN EVALUATED.

3. EMBASSY WOULD WELCOME AND GIVE PRIORITY TO COMMERCE-GENERATED BSP' TO AID U.S. FIRMS IN RECESSION-HIT INDUSTRIES, AND WILL ENCOURAGE THEIR REPRESENTATIVES IN TAIWAN TO UTILIZE CENTER'S FACILITIES.

4. EMBASSY SUGGESTS THAT U.S. FIRMS BE ENCOURAGED TO PARTICIPATE IN FOLLOWING LOCALLY SPONSORED TRADE EVENTS:

DATE	EVENT
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UNDECIDED	THE TAIPEI INSTRUMENTATION SHOW
	CONTACT:
	MR. C.S. HUANG, CHAIRMAN
	3RD FL., NO.20-2, LANE 16, AN TUNG ST.
	TAIPEI, TAIWAN, REPUBLIC OF CHINA

AUGUST, 1975	TOOLS, MOLD AND DIE EXHIBITION
	CONTACT:
	MR. S. L. WANG, CHIEF, 6TH SECTION
	INDUSTRIAL DEVELOPMENT BUREAU
	109 HANKOW ST., SECTION 1
	TAIPEI, TAIWAN, REPUBLIC OF CHINA

5. IN REF C) EMBASSY NOTED, ON BASIS OF MARKET RESEARCH, LIMITED ROC MARKET FOR PRODUCTS TO BE DISPLAYED IN DECEMBER '75 "AUTOMOTIVE SERVICE EQUIPMENT" EXHIBITION. IT WAS PROPOSED THAT EXHIBITION OF "ELECTRONIC COMPONENTS AND ELECTRONIC COMPONENT PRODUCTION AND TEST EQUIPMENT" REPLACE "AUTOMOTIVE SERVICE EQUIPMENT" EXHIBITION. IT WAS FURTHER RECOMMENDED THAT EXHIBITION OF "INDUSTRIAL AND SCIENTIFIC ANALYTICAL AND TESTING INSTRUMENTATION" REPLACE SCHEDULED JUNE '76 "ELECTRONIC COMPONENTS PRODUCTION AND TEST EQUIPMENT" EXHIBITION. AMONG THE SIX POINTS OFFERED AS JUSTIFICATION FOR ABOVE CHANGE IN FY'76 SCHEDULE WAS FACT THAT THE ROC'S ELECTRONIC INDUSTRY IS THE NATION'S FASTEST GROWING INDUSTRY AND ITS SECOND LARGEST FOREIGN EXCHANGE EARNER. THE ROC SUPPORTS LOCAL MANUFACTURERS' EFFORTS TO INCREASE PRODUCTION OF ELECTRONIC COMPONENTS AND RELY ON FOREIGN SUPPLIERS FOR ONLY THE MOST SOPHISTICATED COMPONENT ITEMS. BY MOVING THE SCHEDULED JUNE '76 EVENT TO DECEMBER '75 AND EXPANDING THE THEME AS NOTED ABOVE, COMMERCE COULD ASSIST U.S. MANUFACTURERS IN OBTAINING EARLY SALES ADVANTAGES IN A SLOWLY DECLINING MARKET FOR FOREIGN MADE COMPONENTS AND A GROWING MARKET FOR COMPONENT PRODUCTION AND TEST EQUIPMENT. EMBASSY REGRETS THAT COMMERCE DID NOT CONCUR WITH THESE PROPOSALS. IN VIEW OF OUR RECOMMENDATION TO CANCEL "AUTOMOTIVE SERVICES EQUIPMENT" EXHIBITION, TRADE CENTER HAS RESOURCES AND FACILITIES

UNCLASSIFIED

PAGE 03 TAIPEI 03491 160825Z

TICATED COMPONENT ITEMS. BY MOVING THE SCHEDULED JUNE '76 EVENT TO DECEMBER '75 AND EXPANDING THE THEME AS NOTED ABOVE, COMMERCE COULD ASSIST U.S. MANUFACTURERS IN OBTAINING EARLY SALES ADVANTAGES IN A SLOWLY DECLINING MARKET FOR FOREIGN MADE COMPONENTS AND A GROWING MARKET FOR COMPONENT PRODUCTION AND TEST EQUIPMENT. EMBASSY REGRETS THAT COMMERCE DID NOT CONCUR WITH THESE PROPOSALS. IN VIEW OF OUR RECOMMENDATION TO CANCEL "AUTOMOTIVE SERVICES EQUIPMENT" EXHIBITION, TRADE CENTER HAS RESOURCES AND FACILITIES

TO STAGE A DECEMBER, 1975 EVENT. COMMERCE MAY WISH TO RECONSIDER PROPOSAL OUTLINED IN REFTEL C) OR AN ALTERNATE PROMOTIONAL EVENT.

6. AS RESULT OF COMMERCE'S CANCELLATION OF EMBASSY'S PROPOSED FY'76 "FOOD PROCESSING EQUIPMENT" JEEP, "POLLUTION CONTROL EQUIPMENT" TRADE MISSION, AND "COMMUNICATIONS EQUIPMENT" CATALOG SHOW, EMBASSY IS ABLE TO STAGE 2 CATALOG SHOWS AND 2 TRADE MISSIONS DURING FY'76 TO AID U.S. FIRMS IN RECESSION-HIT INDUSTRIES.

7. SINCE GROC LIFTING OF IMPORT RESTRICTIONS ON CONSUMER GOODS IN JULY 1973, EMBASSY HAS HELD TWO USDOC-SPONSORED IN-SOTRE PROMOTIONS WITH A LEADING LOCAL DEPARTMENT STORE CHAIN IN NOVEMBER 1973 AND JULY 1974. RESULTS OF THESE PROMOTIONS WERE HIGHLY SUCCESSFUL IN INTRODUCING AMERICAN CONSUMER PRODUCTS TO THIS MARKET. EMBASSY WILL SPONSOR ANOTHER PROMOTION IN OCTOBER 1975 WITH A NEW DEPARTMENT STORE LOCATED IN KAOHSIUNG. OVER US\$200,000 OF CONSUMER PROUDCTS HAVE BEEN ORDERED FOR THIS EVENT ALONE. MAIN PRODUCTS ORDERED FALL INTO FOLLOWING CATEGORIES: ELECTRICAL APPLIANCES, HOUSE WARES, APPAREL, SPORTS AND LEISURE, TOYS AND GAMES, AND FOOD.

8. EMBASSY BELIEVES THAT DEMAND FOR U.S. CONSUMER GOODS WILL CONTINUE TO GROW IN THIS MARKET. THE MAIN PROBLEM IS THAT CHANNELS OF DISTRIBUTION ARE NOT WELL DEVELOPED OR DEFINED. TO DATE, MOST MERCHANDISE IS ORDERED DIRECTLY BY LEADING DEPARTMENT STORES FOR THIER OWN SALES. THERE ARE ONLY A FEW COMPETENT AGENTS AND DISTRIBUTORS OF CONSUMER GOODS WHO CAN REPRESENT U.S. MANUFACTURERS IN SALES OF THEIR PRODUCTS TO RETAIL OUTLETS. AMERICAN MANUFACTURERS INTERESTED IN THIS MARKET MAY WRITE DIRECTLY TO THE FOLLOWING STORES AND TRADING COMPANIES:

UNCLASSIFIED

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PAGE 04 TAIPEI 03491 160825Z

1. FAR EASTERN DEPARTMENT STORE LTD.

32 PAO CHING ROAD, TAIPEI, TAIWAN

BOARD CHAIRMAN: HSU YU-SIANG

B. TAH SHING DEPARTMENT STORE CO., LTD.

82-820 TAH YOUNG ROADN KAOHSIUNG, TAIWAN

PRESIDENT: Y. T. WU

C. TODAY'S DEPARTMENT STORE., LTD.

54 OMEI STREET, TAIPEI, TAIWAN

BOARD CHAIRMAN: M. C. OUNG

D. SHIN SHIN CO., LTD.

247 LIN SEN NORTH ROAD, TAIPEI, TAIWAN

E. THE FIRST COMPANY, LTD.

41 CHUNG HWA ROAD, TAIPEI, TAIWAN

BOARD CHAIRMAN: W. F. ZEE

F. JEN JEN DEPARTMENT STORE

90 CHUNG HWA ROAD, SEC. 1, TAIPEI, TAIWAN

G. TA CHIEN DEPARTMENT STORE

5-11 YENPING NORTH ROAD, SEC. 2, TAIPEI, TAIWAN

H. NAN YANG DEPARTMENT STORE

150 PAO AI ROAD, TAIPEI, TAIWAN

I. CHUNG WAI DEPARTMENT STORE

120 HENGYANG ROAD, TAIPEI, TAIWAN

J. CHIEN HSIN DEPARTMENT STORE

118 PO AI ROAD, TAIPEI, TAIWAN

K. SIMON SUPER MARKET

144 CHUNG HWA ROAD, TAIPEI, TAIWAN

L. TUNG TA TRADING CO., LTD.

115 CHUNGKING SOUTH ROAD, SEC. 1, TAIPEI, TAIWAN

PRESIDENT: TUNG TA CHAO

UNCLASSIFIED

UNCLASSIFIED

PAGE 05 TAIPEI 03491 160825Z

M. SINO-AMERICAN SUPERMARKET

50 JEN AI ROAD, SEC. 4, TAIPEI, TAIWAN

N. NATIONAL ELECTRIC APPLIANCE SALES CO., LTD.

57 PO AI ROAD, TAIPEI, TAIWAN

PRESIDENT: C. C. HONG

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